		Sch	ontract #	# 1420394 09/06/16-09/18						Date Ent	lified	09/02/16 09/02/16			Elmira (WETM) By Broadcast Month Sep. 2016	Spots 89	<u>Rate</u> \$15,845.00
WETM WETM WETM		Adv	ertiser	Tom O'Mara/Sta	ate Se	enate/	Repub	olican/N	(83428)	Entered	•	Ruth Iron	S		Grand Total:		
201 Hum Rochesto		Age	ency	Butler Till Media	a (109	961)				CO-OP		No			Grana rotal.	89	\$15,845.00
	er, NY 14610	Proc	duct	Political - State	Sena	te (10	74)			Headline	#						
MY I WIN TIERS. COM		Bran	nd	3286 (556333)						Demo							
		Sale	esperson	Elmira, House (2	2271)				Order Ty	-	Normal					
		Sale	s Office	Elmira						Package Commiss		15.00					
Butler Till Media		Buy	er Name									15.00	_				
1565 Jefferson Rd Bldg 200 Ste 280		Pho	ne/Fax	/						Commiss		\$2,376.7	5				
Rochester, NY 14623		CPE		N/A						Net Tota		\$13,468.	25				
Nochester, IVI 14025		Acco	ount Types	Local/Political						Sales Ta	x						
		Billi	ng Type	Standard													
Line Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Мо	Tu V	/e_Th	Fr Sa Si	u Spots	Rate		Total		Station	Comme	nts Entered
Line Line Type / Break Type (Ref #) 1.0 Normal Line / SPOT	Dates 09/06/16-09/08/16	Sec 4		Run Times Channel 18 News	SPW			<i>l</i> e Th	Fr Sa Si	J Spots	Rate \$50.	.00		Elmira (W		Comme	nts Enterec 9/2/16
,, , , , , , , , , , , , , , , , , , ,		Sec 4	:30 5A- C		SPW 1				i i	J Spots 1 1		_	\$50.00	Elmira (W Elmira (W	ETM)	Commei	
1.0 Normal Line / SPOT	09/06/16-09/08/16	Sec 4 4 4	:30 5A- (Channel 18 News	SPW 1 1 3		X	(X	X	U Spots 1 1 3	\$50	.00	\$50.00 \$75.00		ETM)	Commei	9/2/16
1.0 Normal Line / SPOT 2.0 Normal Line / SPOT	09/06/16-09/08/16 09/09/16-09/09/16	Sec 4 4 4 4 4	:30 5A- C	Channel 18 News Channel 18 News	SPW 1 1 3 2		X	(X	X	J Spots 1 1 3 2	\$50. \$75.	.00	\$50.00 \$75.00 \$225.00	Elmira (W	ETM) ETM)	Comme	9/2/16 9/2/16
1.0 Normal Line / SPOT 2.0 Normal Line / SPOT 3.0 Normal Line / SPOT	09/06/16-09/08/16 09/09/16-09/09/16 09/13/16-09/16/16	Sec 4 4 4 4 4 4 4	:30 5A- (:30 5A- (:30 5A- (Channel 18 News Channel 18 News Channel 18 News	SPW 1 1 3 3 2 2 1 1		X X	(X	J Spots 1 1 3 2 1	\$50. \$75. \$75.	.00	\$50.00 \$75.00 \$225.00 \$250.00	Elmira (W Elmira (W	ETM) ETM) ETM) ETM)	Comme	9/2/16 9/2/16 9/2/16
1.0 Normal Line / SPOT 2.0 Normal Line / SPOT 3.0 Normal Line / SPOT 4.0 Normal Line / News	09/06/16-09/08/16 09/09/16-09/09/16 09/13/16-09/16/16 09/06/16-09/08/16	Sec 4 4 4 4 4 4 4	:30 5A- (:30 5A- (:30 5A- (:30 6A- (Channel 18 News Channel 18 News Channel 18 News Channel 18 News	SPW 1 1 3 3 2 1 1 3 3		X X X X X X X X X X	(X	Spots 1 1 1 3 3 2 1 1 3 3	\$50. \$75. \$75. \$125.	.00	\$50.00 \$75.00 \$225.00 \$250.00 \$150.00	Elmira (W Elmira (W Elmira (W	ETM) ETM) ETM) ETM) ETM)	Comme	9/2/16 9/2/16 9/2/16 9/2/16
1.0 Normal Line / SPOT 2.0 Normal Line / SPOT 3.0 Normal Line / SPOT 4.0 Normal Line / News 5.0 Normal Line / News	09/06/16-09/08/16 09/09/16-09/09/16 09/13/16-09/16/16 09/06/16-09/08/16 09/09/16-09/09/16	Sec 4 4 4 4 4 4 4 4	:30 5A- (:30 5A- (:30 5A- (:30 6A- (:30 6A- (Channel 18 News	SPW 1 1 3 3 2 1 1 3 3 4		X X X X X X X X X X	(X	X	J Spots 1 1 3 2 1 3 4	\$50. \$75. \$75. \$125. \$150.	.00 .00 .00 .00	\$50.00 \$75.00 \$225.00 \$250.00 \$150.00	Elmira (W Elmira (W Elmira (W Elmira (W	ETM) ETM) ETM) ETM) ETM) ETM) ETM)	Comme	9/2/16 9/2/16 9/2/16 9/2/16 9/2/16
1.0 Normal Line / SPOT 2.0 Normal Line / SPOT 3.0 Normal Line / SPOT 4.0 Normal Line / News 5.0 Normal Line / News 6.0 Normal Line / News	09/06/16-09/08/16 09/09/16-09/09/16 09/13/16-09/16/16 09/06/16-09/08/16 09/09/16-09/09/16 09/13/16-09/16/16	Sec 4 4 4 4 4 4 4 4 4	:30 5A- (:30 5A- (:30 5A- (:30 6A- (:30 6A- (:30 6A- (Channel 18 News	SPW 1 1 3 3 2 1 1 3 3 4 4 2 2		X X X X X X X X X X	(X	J Spots 1 1 1 3 2 1 1 3 4 2	\$50. \$75. \$75. \$125. \$150.	.00 .00 .00 .00 .00	\$50.00 \$75.00 \$225.00 \$250.00 \$150.00 \$450.00	Elmira (W Elmira (W Elmira (W Elmira (W Elmira (W	ETM) ETM) ETM) ETM) ETM) ETM) ETM) ETM)	Commei	9/2/16 9/2/16 9/2/16 9/2/16 9/2/16 9/2/16
1.0 Normal Line / SPOT 2.0 Normal Line / SPOT 3.0 Normal Line / SPOT 4.0 Normal Line / News 5.0 Normal Line / News 6.0 Normal Line / News 7.0 Normal Line / SPOT	09/06/16-09/08/16 09/09/16-09/09/16 09/13/16-09/16/16 09/06/16-09/08/16 09/09/16-09/09/16 09/05/16-09/08/16	Sec 4 4 4 4 4 4 4 4 4 4	:30 5A- (:30 5A- (:30 5A- (:30 5A- (:30 6A- (:30 6A- (:30 6A- (:30 7A- 1 :30 7A- 1	Channel 18 News Today Show	SPW 1 1 3 3 2 1 3 4 4 2 5 5		X 2 X 2 X 2 X 2	(x	J Spots 1 1 1 3 2 11 3 4 2 5	\$50. \$75. \$75. \$125. \$150. \$100.	.00 .00 .00 .00 .00 .00	\$50.00 \$75.00 \$225.00 \$250.00 \$150.00 \$450.00 \$400.00	Elmira (W Elmira (W Elmira (W Elmira (W Elmira (W Elmira (W	ETM) ETM) ETM) ETM) ETM) ETM) ETM) ETM)	Comme	9/2/16 9/2/16 9/2/16 9/2/16 9/2/16 9/2/16 9/2/16
1.0 Normal Line / SPOT 2.0 Normal Line / SPOT 3.0 Normal Line / SPOT 4.0 Normal Line / News 5.0 Normal Line / News 6.0 Normal Line / News 7.0 Normal Line / SPOT 8.0 Normal Line / SPOT	09/06/16-09/08/16 09/09/16-09/09/16 09/13/16-09/16/16 09/06/16-09/08/16 09/09/16-09/09/16 09/06/16-09/08/16 09/09/16-09/08/16	Sec 4 4 4 4 4 4 4 4 4 4	:30 5A- (:30 5A- (:30 5A- (:30 6A- (:30 6A- (:30 7A- 1 :30 7A- 1	Channel 18 News Today Show Channel 18 News Today Show	SPW 1 1 3 2 1 3 4 2 5 2		X 2 X 2 X 2 X 2	(x	J Spots 1 1 1 3 2 1 3 4 2 5 2	\$50. \$75. \$75. \$125. \$150. \$100. \$150.	.00 .00 .00 .00 .00 .00	\$50.00 \$75.00 \$225.00 \$250.00 \$150.00 \$450.00 \$400.00 \$300.00	Elmira (W Elmira (W Elmira (W Elmira (W Elmira (W Elmira (W Elmira (W	ETM) ETM) ETM) ETM) ETM) ETM) ETM) ETM)	Comme	9/2/16 9/2/16 9/2/16 9/2/16 9/2/16 9/2/16 9/2/16 9/2/16
1.0 Normal Line / SPOT 2.0 Normal Line / SPOT 3.0 Normal Line / SPOT 4.0 Normal Line / News 5.0 Normal Line / News 6.0 Normal Line / News 7.0 Normal Line / SPOT 8.0 Normal Line / SPOT 9.0 Normal Line / SPOT	09/06/16-09/08/16 09/09/16-09/09/16 09/13/16-09/16/16 09/06/16-09/08/16 09/09/16-09/09/16 09/13/16-09/08/16 09/09/16-09/08/16 09/09/16-09/09/16	Sec 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4	:30 5A- (:30 5A- (:30 5A- (:30 6A- (:30 6A- (:30 7A- 1 :30 7A- 1	Channel 18 News Today Show Today Show Today Show	SPW 1 1 3 2 1 3 4 2 5 2 1		X 2 X 2 X 2 X 2	(x	J Spots 1 1 3 2 1 3 4 2 5 2 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	\$50. \$75. \$75. \$125. \$150. \$100. \$150. \$150.	000 000 000 000 000 000 000 000	\$50.00 \$75.00 \$225.00 \$150.00 \$450.00 \$400.00 \$750.00	Elmira (W Elmira (W Elmira (W Elmira (W Elmira (W Elmira (W Elmira (W Elmira (W	ETM) ETM) ETM) ETM) ETM) ETM) ETM) ETM)	Comme	9/2/16 9/2/16 9/2/16 9/2/16 9/2/16 9/2/16 9/2/16 9/2/16 9/2/16

CONFIRMATION CONTRACT

\$75.00

Date:

\$75.00 Elmira (WETM)

Comments:

:30 8A- Today Show

Accepted-Station:

Date:

13.0 Normal Line / SPOT

Accepted-Agency/Advertiser:

9/2/16

09/18/16-09/18/16



Butler Till Media 1565 Jefferson Rd Bldg 200 Ste 280 Rochester, NY 14623

1420394 Contract # **Date Entered Schedule Dates** 09/06/16-09/18/16 **Last Modified** Advertiser Tom O'Mara/State Senate/Republican/NY (83428) **Entered By**

Agency Butler Till Media (10961) Product Political - State Senate (1074)

Brand 3286 (556333) Salesperson Elmira, House (2271)

Sales Office Elmira **Buyer Name**

Phone/Fax CPE N/A

Account Types Local/Political Billing Type Standard

Comments

09/02/16

09/02/16 Ruth Irons

Normal

No

Headline # Demo

Order Type Package Deal

CO-OP

Commission % 15.00 Commission

\$2,376.75 **Net Total** \$13,468.25

Sales Tax

Elmira (WETM) By Broadcast Month Spots Rate Sep. 2016 89 \$15,845.00 Grand Total: 89 \$15,845.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Мо	Tu	We Th	Fr Sa Sı	Sp	ots	Rate	Total	Station	Comments	Entered
14.0	Normal Line / SPOT	09/06/16-09/08/16	4	:30	9A- Today Show 9-10A M-F	2		Х	X X	1 1		2	\$40.00	\$80.00	Elmira (WETM)		9/2/16
15.0	Normal Line / SPOT	09/09/16-09/09/16	4	:30	9A- Today Show 9-10A M-F	1	1			X		1	\$40.00	\$40.00	Elmira (WETM)		9/2/16
16.0	Normal Line / SPOT	09/13/16-09/16/16	4	:30	9A- Today Show 9-10A M-F	3		Х	X X	X		3	\$40.00	\$120.00	Elmira (WETM)		9/2/16
17.0	Normal Line / News	09/06/16-09/08/16	4	:30	12P- WETM News 12pm	2	1	Х	X X	1 1		2	\$55.00	\$110.00	Elmira (WETM)		9/2/16
18.0	Normal Line / News	09/09/16-09/09/16	4	:30	12P- WETM News 12pm	1	1			X		1	\$55.00	\$55.00	Elmira (WETM)		9/2/16
19.0	Normal Line / News	09/13/16-09/16/16	4	:30	12P- WETM News 12pm	3	- 1	Х	X X	X		3	\$55.00	\$165.00	Elmira (WETM)		9/2/16
20.0	Normal Line / SPOT	09/11/16-09/11/16	4	:30	9A- Meet The Press	2				X		2	\$150.00	\$300.00	Elmira (WETM)		9/2/16
21.0	Normal Line / SPOT	09/18/16-09/18/16	4	:30	9A- Meet The Press	1	- 1			X		1	\$150.00	\$150.00	Elmira (WETM)		9/2/16
22.0	Normal Line / News	09/06/16-09/08/16	4	:30	4:58P- WETM News	1	1	Х	X X	1 1		1	\$150.00	\$150.00	Elmira (WETM)		9/2/16
23.0	Normal Line / News	09/09/16-09/09/16	4	:30	4:58P- WETM News	2				X		2	\$200.00	\$400.00	Elmira (WETM)		9/2/16
24.0	Normal Line / News	09/13/16-09/16/16	4	:30	4:58P- WETM News	4		Х	X X	X		4	\$200.00	\$800.00	Elmira (WETM)		9/2/16
25.0	Normal Line / News	09/06/16-09/08/16	4	:30	5:29P- WETM News 530P	2		Х	X X	1 1		2	\$175.00	\$350.00	Elmira (WETM)		9/2/16
26.0	Normal Line / News	09/09/16-09/09/16	4	:30	5:29P- WETM News 530P	2	I			X		2	\$250.00	\$500.00	Elmira (WETM)		9/2/16
27.0	Normal Line / News	09/13/16-09/16/16	4	:30	5:29P- WETM News 530P	4		Х	X X	X		4	\$250.00	\$1,000.00	Elmira (WETM)		9/2/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:



Butler Till Media 1565 Jefferson Rd Bldg 200 Ste 280 Rochester, NY 14623

1420394 Contract # **Schedule Dates** 09/06/16-09/18/16 **Last Modified**

Advertiser Tom O'Mara/State Senate/Republican/NY (83428) **Entered By** Agency CO-OP Butler Till Media (10961)

Product Political - State Senate (1074) Brand 3286 (556333) Salesperson Elmira, House (2271)

Standard

Sales Office Elmira **Buyer Name**

CPE N/A **Account Types** Local/Political Billing Type

Comments

Phone/Fax

Date Entered 09/02/16

09/02/16 Ruth Irons

No Headline #

Order Type Normal

Package Deal Commission % 15.00

Commission \$2,376.75 **Net Total** \$13,468.25

Sales Tax

Demo

Elmira (WETM)		
By Broadcast Month	Spots	<u>Rate</u>
Sep. 2016	89	\$15,845.00
Grand Total:	89	\$15,845.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Мо	Tu	We	Th	Fr Sa	Su	Spots	Rate	Total	Station	Comments	Entered
28.0	Normal Line / News	09/06/16-09/08/16	4		5:58P- WETM News	3	-		Х		i i	İ	3	\$325.00		Elmira (WETM)		9/2/16
29.0	Normal Line / News	09/09/16-09/09/16	4	:30	5:58P- WETM News	2					X	I	2	\$350.00	\$700.00	Elmira (WETM)		9/2/16
30.0	Normal Line / News	09/13/16-09/16/16	4	:30	5:58P- WETM News	4		Х	Х	X	X	İ	4	\$350.00	\$1,400.00	Elmira (WETM)		9/2/16
31.0	Normal Line / News	09/10/16-09/10/16	4	:30	6P- 6:30P (EST)	1					X	i I		\$175.00		Elmira (WETM)		9/2/16
31.0.1	Preempt	09/10/16					1			I I	I I	1				Elmira (WETM)	Schedule Change/Exception - News NA 9/10	
32.0	Normal Line / News	09/17/16-09/17/16	4	:30	6P- WETM News @ 6	1				I I	X	1	1	\$175.00	\$175.00	Elmira (WETM)		9/2/16
33.0	Normal Line / News	09/11/16-09/11/16	4	:30	6P- WETM News @ 6	1					Ī	X	1	\$175.00	\$175.00	Elmira (WETM)		9/2/16
34.0	Normal Line / News	09/18/16-09/18/16	4	:30	6P- WETM News @ 6	1						X	1	\$175.00	\$175.00	Elmira (WETM)		9/2/16
35.0	Normal Line / SPOT	09/06/16-09/08/16	3	:30	7:01P- Jeopardy	2		Χ	Χ	X		I I	2	\$275.00	\$550.00	Elmira (WETM)		9/2/16
36.0	Normal Line / SPOT	09/09/16-09/09/16	3	:30	7:01P- Jeopardy	1					X	I I	1	\$300.00	\$300.00	Elmira (WETM)		9/2/16
37.0	Normal Line / SPOT	09/13/16-09/16/16	3	:30	7:01P- Jeopardy	3	1	Χ	Χ	X	X	į.	3	\$300.00	\$900.00	Elmira (WETM)		9/2/16
38.0	Normal Line / SPOT	09/06/16-09/07/16	3	:30	7:30P- Wheel of Fortune	2	i	Χ	X	1	i	i I	2	\$200.00	\$400.00	Elmira (WETM)		9/2/16
39.0	Normal Line / SPOT	09/09/16-09/09/16	3	:30	7:30P- Wheel of Fortune	1	İ				X	I I	1	\$300.00	\$300.00	Elmira (WETM)		9/2/16
		1				1	1						1					I

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:



Butler Till Media 1565 Jefferson Rd Bldg 200 Ste 280 Rochester, NY 14623

Contract #	1420394
Schedule Dates	09/06/16-09/18/16

Advertiser Tom O'Mara/State Senate/Republican/NY (83428)

Agency Butler Till Media (10961) Product Political - State Senate (1074) Brand 3286 (556333)

Salesperson Elmira, House (2271) Sales Office Elmira

Buyer Name Phone/Fax CPE N/A

Comments

Account Types Local/Political Billing Type Standard

Date Entered 09/02/16 **Last Modified** 09/02/16 **Entered By**

Ruth Irons No CO-OP

Headline #

Order Type Normal Package Deal

Commission % 15.00 Commission \$2,376.75 **Net Total** \$13,468.25

Sales Tax

Demo

Elmira (WETM) By Broadcast Month Spots Rate Sep. 2016 89 \$15,845.00 Grand Total: 89 \$15,845.00

Line Type / Break Ty	/pe (Ref #) Dates	Sec	Length	Run Times	SPW	Мо	Tu	We	Th	Fr	Sa Su	Spots	Rate	Total	Station	Comments	Entered
40.0 Normal Line / SPOT	09/13/16-09/16/1	16 3	:30	7:30P- Wheel of Fortune	3		Х	Х	X	X	İ	3	\$300.00	\$900.00	Elmira (WETM)		9/2/16
41.0 Normal Line / News	09/06/16-09/07/1	16 4	:30	10:59P- WETM News	2	1	Х	Х		Ī	İ	2	\$200.00	\$400.00	Elmira (WETM)		9/2/16
42.0 Normal Line / News	09/09/16-09/09/1	16 4	:30	10:59P- WETM News	1	1			- 1	X	İ	1	\$225.00	\$225.00	Elmira (WETM)		9/2/16
43.0 Normal Line / News	09/13/16-09/16/1	16 4	:30	10:59P- WETM News	3		Х	Х	Χ¦	X	i	3	\$225.00	\$675.00	Elmira (WETM)		9/2/16
44.0 Normal Line / News	09/10/16-09/10/1	16 4	:30	10:59P- WETM News	1				1	I	X	1	\$175.00	\$175.00	Elmira (WETM)		9/2/16
45.0 Normal Line / News	09/17/16-09/17/1	'16 4	:30	10:59P- WETM News	1				1	I	X	1	\$175.00	\$175.00	Elmira (WETM)		9/2/16
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Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments: